阿里妈妈营销合规政策

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为规范阿里妈妈营销推广活动，保护消费者的合法权益，履行电子商务平台经营者社会责任，维护公平公正、良好健康的平台生态环境，制定本政策。阿里妈妈针对使用网站、网页、互联网应用程序等媒介，以文字、图片、音频、视频或者其他形式，直接或者间接地推销商品或者服务的营销活动，适用于本政策。

营销合规

在开展业务时，遵守运营所在地适用的法律法规，遵守强制性国家标准和适用的行业标准。加强合规管理，自觉遵守《中华人民共和国广告法》、《互联网广告管理办法》等有关法律、行政法规规定，遵循负责任的商业道德和可持续发展原则。

推广内容应当真实、合法，坚持正确导向，以健康的表现形式表达营销内容。为践行负责任的产品与服务宣传，阿里妈妈坚决落实互联网平台经营者责任，强化营销推广资质及营销内容管理体系。加强营销内容、产品与服务宣传信息与物料等内容的事前、事中、事后全链路核对，设置图文算法模型和人工排查等手段进行合规排查，努力营造诚信可靠的商业环境。此外，我们面向未成年人实行更为严格的宣传内容管理，保障未成年人身心健康。针对违规行为，我们将限制营销推广等宣传信息的发布，并通知平台商家等涉事主体进行整改。

坚持基于合理的事实描述和宣传产品与服务，并准确、真实地向用户提供必要的信息（如服务内容、产品成分、产品健康使用安全以及供应方等相关内容）。不得虚报产品、服务或价格等信息，不得就平台产品、服务、表现、环境与社会贡献成果或业绩记录等做出虚假或误导性陈述；或就竞争对手的产品、服务、表现或业绩或误导性陈述。同时，我们将在销售和营销实践过程中尊重并保护用户的隐私和数据安全，确保合规。

对于法律、行政法规规定禁止生产、销售的产品或者提供的服务，以及禁止发布广告的商品或者服务，不得在平台上发布。

发布医疗、药品、医疗器械、农药、兽药、保健食品、特殊医学用途配方食品广告等法律、行政法规规定应当进行审查的广告，应当在发布前由广告审查机关对广告内容进行审查。未经审查，不得发布。

禁止以介绍健康、养生知识等形式，变相发布医疗、药品、医疗器械、保健食品、特殊医学用途配方食品广告。

互联网广告具有可识别性，能够使消费者辨明其为广告。

以弹出等形式发布互联网广告，广告主、广告发布者应当显著标明关闭标志，确保一键关闭。

不得出现以虚假的系统或软件更新、报错等提示，虚假的播放、开始、暂停等标志，虚假的奖励承诺等方式欺骗、误导用户点击、浏览广告。

在针对未成年人的网站、网页、互联网应用程序、公众号等互联网媒介上不得发布医疗、药品、保健食品、特殊医学用途配方食品、医疗器械、化妆品、酒类、美容广告，以及不利于未成年人身心健康的网络游戏广告。

利用算法推荐等方式发布互联网广告的，应当将其算法推荐服务相关规则、广告投放记录等记入广告档案。

互联网平台经营者在提供互联网信息服务过程中应当采取措施防范、制止违法广告，并遵守下列规定：

（一）记录、保存利用其信息服务发布广告的用户真实身份信息，信息记录保存时间自信息服务提供行为终了之日起不少于三年；

（二）对利用其信息服务发布的广告内容进行监测、排查，发现违法广告的，应当采取通知改正、删除、屏蔽、断开发布链接等必要措施予以制止，并保留相关记录；

（三）建立有效的投诉、举报受理和处置机制，设置便捷的投诉举报入口或者公布投诉举报方式，及时受理和处理投诉举报。一经发生相关事件并调查属实，我们将以“保护用户权益”为原则积极采取退货、赔偿等补救措施，并根据相关规定对平台商家及责任部门等涉事主体进行处罚与教育。同时，我们定期开展经验总结，从而复盘梳理管理机制，优化对产品与服务宣传的管理水平，杜绝相关违规事件再次发生。

（四）不得以技术手段或者其他手段阻挠、妨碍市场监督管理部门开展广告监测；

（五）配合市场监督管理部门调查互联网广告违法行为，并根据市场监督管理部门的要求，及时采取技术手段保存涉嫌违法广告的证据材料，如实提供相关广告发布者的真实身份信息、广告修改记录以及相关商品或者服务的交易信息等；

（六）依据服务协议和平台规则对利用其信息服务发布违法广告的用户采取警示、暂停或者终止服务等措施。

商品销售者或者服务提供者通过互联网直播方式推销商品或者服务，构成商业广告的，应当依法承担广告主的责任和义务。

内容合规

阿里妈妈持续为平台商家提供包括直播、短视频等内容的推广服务，坚守内容传播的道德责任，满足不同消费者多样化的精神文化需求。我们承诺：

（一）履行平台责任，对内容准确性、合法性、以及知识产权保护等加强治理；

（二）依法行使各项法律所赋予的权利以及进行任何法律所保护的的文化多元性和言论自由；

（三）坚持真实性、客观性原则，严守道德伦理底线，不偏向某一方披露内容，促进受众的信息透明与知情决策，并赋能可持续的和民主的社会发展；

（四）坚守道德，严格遵守相关法律法规并持续关注监管部门的指引和法规的更新。在市场监督管理局总局以及各地市市场监督管理部门的总体管理与监督下，对商业推广的内容进行严格的审核，监控传播内容的合规性与伦理道德；

（五）联动上下游共同夯实行业责任，建立相应的投诉举报机制，针对举报内容及时跟进反馈，并披露经查属实的相关事件；定期开展与内容合规相关的培训；积极与利益相关方及行业协会交流分享；

（六）遵循所有适用的网络信息安全标准、规范和流程，对客户以及信息内容来源等利益相关方提供全面的隐私保护。

责任营销

阿里妈妈积极开展消费者反馈活动，提升消费者评估产品和服务以及进行比较的能力，引导消费者作出理智的购买决策和进行负责任消费。同时，在营销过程中纳入对残障人士、老年人等弱势群体的考量，为其提供无障碍、适老化等功能，提升其信息可及性。

此外，我们致力于联动上下游共同夯实行业责任，积极与利益相关方及行业协会交流分享，推动行业整体的责任营销实践水平。

Alimama's Marketing Compliance Policy

This policy is formulated to regulate the marketing and promotion activities of Alimama, protect the legitimate rights and interests of consumers, fulfill the social responsibilities of e-commerce platform operators, and maintain a fair, just, positive, and healthy platform ecosystem. This policy is applicable to marketing activities in which Alimama directly or indirectly promotes goods or services by using websites, web pages, Internet applications, and other media, such as text, pictures, audio, video, or other forms.

Marketing Compliance

In conducting its business, Ali Mama shall comply with applicable laws and regulations in the place where it operates, comply with mandatory national standards and applicable industry standards. Alimama shall strengthen compliance management, consciously abide by the Advertising Law of the People's Republic of China, the Measures for the Administration of Internet Advertising, and other relevant laws and administrative regulations, and follow responsible business ethics and the principle of sustainable development.

The promotion content shall be truthful and legal, adhere to the correct orientation, and express the marketing message in a healthy and appropriate manner . To practice responsible product and service promotion, Alimama resolutely implements the responsibility of Internet platform operators and strengthens the marketing promotion qualifications and marketing content management system. We shall strengthen the pre-event, in-process, and post-event verification of marketing content, product and service publicity information and materials, set up algorithmic models and manual screening to conduct compliance screening, in an effort to create a credible and reliable business environment. Furthermore, we have implemented stricter publicity content management

for minors to ensure their physical and mental health. In response to violations, we will restrict the release of marketing and other publicity information and notify platform merchants and other relevant parties to rectify the situation.

We insist on describing and publicizing products and services based on reasonable facts, and accurately and truthfully provide users with necessary information (such as service content, product ingredients, product health and safety, suppliers, and other relevant contents). It is not allowed to misrepresent information about products, services or prices, or make false or misleading statements about products, services, performance, environmental and social contributions, or performance records of the platform; or misleading statements about competitors' products, services, performance, or performance. At the same time, we will respect and protect the privacy and data security of users in the course of our sales and marketing practices to ensure compliance.

Products or services prohibited from being produced, sold or advertised by laws or administrative regulations shall not be published on the platform.

Advertisements for medical treatment, drugs, medical devices, pesticides, veterinary drugs, health food, formula food for special medical purposes, and other advertisements that require review according to laws and administrative regulations shall be examined by the advertisement review authorities prior to publication. Such advertisements shall not be published without review.

It is prohibited to publish advertisements for medical treatment, drugs, medical devices, health food, and formula food for special medical purposes in disguised form by introducing health and wellness knowledge.

Internet advertising shall be identifiable, enabling consumers to recognize it as an advertisement.

When publishing Internet advertisements in the form of pop-ups, advertisers and advertisement publishers shall prominently mark the closing sign to ensure one-click closing.

It is prohibited to deceive and mislead users to click and browse advertisements by false prompts such as system or software updates and errors, false signs such as play, start, and pause, and false reward commitments.

Advertisements for medical treatment, drugs, health food, formula food for special medical purposes, medical devices, cosmetics, alcohol, beauty care, and online game advertisements that are not conducive to the physical and mental health of minors shall not be published on websites, webpages, Internet applications, public accounts, and other Internet media for minors.

Where an Internet advertisement is published by means of algorithmic recommendation, the relevant rules of its algorithmic recommendation service and the advertisement delivery record shall be documented in the advertisement file.

Internet platform operators shall take measures to prevent and stop illegal advertisements in the process of providing Internet information services, and abide by the following provisions:

1. Record and save the real identity information of users who use their information services to publish advertisements, and the information records shall be kept for not less than three years from the date when the provision of information services ends.

2. Monitor and investigate the advertising content published by its information services. If illegal advertising is found, necessary measures such as notifying correction, deleting, blocking, and disconnecting the publishing link shall be taken to stop it, and relevant records shall be kept.

3. Establish an effective complaint and report acceptance and handling mechanism, set up a convenient complaint and report entrance or publish the complaint and report methods, and timely accept and handle complaints and reports. Once the relevant incident occurs and the investigation is substantiated, we will actively take remedial measures such as return and compensation based on the principle of "protecting the rights and interests of users," and punish and educate the platform merchants and responsible departments and other relevant subjects in accordance with relevant regulations. At the same time, we regularly summarize our experience, review, and sort out the management mechanism, optimize the management level of product and service publicity, and prevent the recurrence of related violations.

4. It shall not, by technical or other means, obstruct or hinder the market supervision and administration department from carrying out advertising monitoring.

5. Cooperate with the market supervision and administration department to investigate illegal acts of Internet advertising, and timely take technical means to preserve the evidence materials of suspected illegal advertising according to the requirements of the market supervision and administration department, and truthfully provide the real identity information of relevant advertising publishers, advertising modification records, and transaction information of relevant commodities or services.

6. Take measures such as warning, suspension, or termination of services against users who publish illegal advertisements using information services, in strict accordance with the service agreements and platform rules.

Where a commodity seller or a service provider promotes a commodity or service by means of live Internet broadcasting, which constitutes a commercial advertisement, it shall bear the responsibilities and obligations of the advertiser in accordance with the law.

Content Compliance

Alimama continues to provide platform merchants with promotion services including live broadcasting, short videos, and other content, adheres to the moral responsibility of content communication, and meets the diversified spiritual and cultural needs of different consumers. We commit to:

1. Fulfill the responsibilities of the platform and strengthen governance over content accuracy, legitimacy, and intellectual property protection;

2. Exercise, in accordance with the law, the rights conferred by laws and exercise cultural pluralism and freedom of expression protected by any law;

3. Adhere to the principles of authenticity and objectivity, strictly abide by the bottom line of morality and ethics, disclose content without favoring one side or the other, promote the transparency of information and informed decision-making of the audience, and enable sustainable and democratic social development;

4. Adhere to ethics, strictly abide by relevant laws and regulations, and continuously monitor the update of regulatory guidelines and regulations. Under the overall management and supervision of the General Administration of Market Supervision and Administration and the market supervision and administration departments of local municipalities, the content of commercial promotion shall be strictly reviewed, and the compliance and ethics of the communication content shall be monitored;

5. Cooperate with upstream and downstream to jointly consolidate industry responsibility, establish corresponding complaint and reporting mechanism, follow up and feedback on the reported content in a timely manner, and disclose relevant incidents that are verified to be true; Conduct training related to content compliance on a regular basis; Actively communicate and share with stakeholders and industry associations;

6. Comply with all applicable cyber information security standards, specifications, and processes to provide comprehensive privacy protection to customers and stakeholders such as sources of information content.

Responsible marketing

Alimama actively carries out consumer feedback activities to improve consumers' ability to evaluate and compare products and services, guiding consumers to make rational

purchasing decisions and responsible consumption. At the same time, the marketing process includes the consideration of vulnerable groups such as the disabled and the elderly, providing them with accessibility, age-appropriate functions to enhance their information accessibility.

In addition, we are committed to jointly consolidating industry responsibilities by linking upstream and downstream, actively communicating and sharing with stakeholders and industry associations to promote the overall practice level of responsible marketing within the industry.